



WKMG

# ORDER

Print Date 09/05/12 Page 1 of 3

Flight Dates 09/11/12-09/17/12

Contract / Revision 255504 /

Original Date / Revision  
09/05/12 09/05/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Product  
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact  
3050 K Street NW  
Suite 100  
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1536

Alt Order # 6259478

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 67775

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	23	\$57,608.75	\$67,775.00	0.00	08/27/12	09/17/12	23	\$57,608.75	\$67,775.00
Totals	23	\$57,608.75	\$67,775.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/12/12	09/17/12	M-F 11p News M-F 11p News	CM	11-1135p	M-WTF--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					2	\$1,200.00		0.00			
E 2	WKMG	09/12/12	09/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	M-WTF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					2	\$550.00		0.00			
E 3	WKMG	09/12/12	09/17/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	M-WTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M-WTF--					2	\$400.00		0.00			
E 4	WKMG	09/12/12	09/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	M-WTF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/05/12

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Contract / Revision

255504

Flight Dates 09/11/12-09/17/12

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1536

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	09/12/12	09/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	M-WTF--	:30	1	\$275.00	P-3	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/11/12	09/17/12	M-WTF--					1	\$275.00		0.00		
E 5	WKMG	09/12/12	09/17/12	News at 7p News at 7p	CM	7-7:30p	M-WTF--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/11/12	09/17/12	M-WTF--					1	\$800.00		0.00		
E 7	WKMG	09/17/12	09/17/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	1-----					1	\$6,000.00		0.00		
E 8	WKMG	09/17/12	09/17/12	Mon 1 Hour Special/8p How I Met Yr Mother 1hr	CM	8-9p	1-----	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	1-----					1	\$5,000.00		0.00		
E 12	WKMG	09/15/12	09/15/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----1-					1	\$250.00		0.00		
E 14	WKMG	09/16/12	09/16/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----1					1	\$1,200.00		0.00		
E 15	WKMG	09/16/12	09/16/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----1					1	\$1,200.00		0.00		
E 16	WKMG	09/16/12	09/16/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----1	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----1					1	\$350.00		0.00		
E 19	WKMG	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----1					1	\$1,200.00		0.00		
E 23	WKMG	09/13/12	09/13/12	Thu Prime 9p Thu 9-10p BIG BROTHER	CM	9-10p	---1---	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---1---					1	\$8,000.00		0.00		
28	WKMG	09/12/12	09/12/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--1----					1	\$6,000.00		0.00		
29	WKMG	09/12/12	09/12/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--1----					1	\$6,000.00		0.00		
30	WKMG	09/12/12	09/12/12	Wed Prime 8p Big Brother Wed	CM	8-9p	--W----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--W----					1	\$7,000.00		0.00		

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
30	WKMG	09/12/12	09/12/12	Wed Prime 8p Big Brother Wed	CM	8-9p	--W----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--W----			1			\$7,000.00		0.00		
31	WKMG	09/13/12	09/13/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---T---	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---T---			1			\$8,000.00		0.00		
32	WKMG	09/15/12	09/15/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S-			1			\$3,000.00		0.00		
N 33	WKMG	09/12/12	09/14/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--WTF--			1			\$1,200.00		0.00		
N 34	WKMG	09/17/12	09/17/12	Mon 1 Hour Special/9p 2 Broke Girls finale encon	CM	9-10p	M-----	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	M-----			1			\$8,000.00		0.00		
Totals													23	\$67,775.00